WHEREAS, Consumers in the United State of America, in the course of making innumerable daily purchases of products and services, often experience dissatisfaction and frustration despite concerted efforts to alleviate this burden by a large segment of the business community; and

WHEREAS, Legitimate businesses in this country, in overwhelming number, are genuinely concerned with the problems of their customers and are continually exploring new ways to provide them with more useful buying information and viable solutions to mutual problems; and

WHEREAS, Many effective agencies, organizations,and individuals both in the private sector and at various levels of government are working tirelessly to eliminate the chasm between consumer expectation and business performance:

NOW, THEREFORE, I, RICHARD F. KNEIP, Governor of the State of South Dakota, do hereby proclaim the week of May 1 through 6 as

CONSUMER INFORMATION WEEK IN SOUTH DAKOTA

and urge consumers and business organizations to perform their vital role of informing the public of their rights and responsibilities in consumer affairs with diligence and enthusiasm.

IN WITNESS WHEREOF, I have hereunto set my hand and affixed the Great Seal of the State of South Dakota, in Pierre, the Capital City, this 27th day of April, in the Year of Our Lord, Nineteen Hundred and Seventy-two.

Richard F. Kneip

RICHARD F. KNEIP, GOVERNOR

ATTEST:

Alma Larson

ALMA LARSON, SECRETARY OF STATE

DATE MICROFILMED CAMERA OPERATOR